

# SELLING <sup>1</sup>points

June 2010 Vol. 10, No. 12

Monthly Retailer Newsletter

## We Ask For The Sale

Read about these and other Mega Millions®  
Retailer Incentive winning retailers.



18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

**ASK FOR THE SALE!**  
Asking for the sale is a simple  
technique to increase your sales.  
Details Inside!



Dear Lottery Retailers:

Now that June is here, students across South Carolina are enjoying the beginning of summer while the Lottery is busy with exciting summer promotions and games to support education.

This edition of *Selling Points* features some retailers who know how to Ask for the Sale. If you do not already Ask for the Sale, consider giving it a try. Asking for the sale will enhance your bottom line and provide more money for education in South Carolina.

Did you know that from startup in 2002 through fiscal year 2010, appropriations by the Legislature have exceeded \$549 million for K-12 educational programs? More than \$355 million is directed towards initiatives that support reading, math, science and social studies instruction for K-5 students. An investment of approximately \$61.6 million has been used to purchase and maintain over 450 school buses. Programs supporting the Education Accountability Act, which is designed to raise classroom standards and student and teacher performance, have received over \$104 million. The remaining \$29 million benefits other K-12 educational programs, including grades 6-8 enhancement programs.

SCEL wants to continue to work with our retail partners to ensure the success of all our games, while increasing player enthusiasm and enjoyment. In these difficult economic times, the funding you help provide for South Carolina's students is even more crucial. After all, the ultimate objective of our retail partnership is to ensure that future generations of the Palmetto State's citizens have an educational system second to none. Thank you for your efforts to ensure our collective success! Enjoy these early days of what I hope will be a great summer!

Most sincerely,

*Paula Harper Bethea*

**Paula Harper Bethea**  
Executive Director

*If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.*

## Welcome to Selling Points

*Selling Points* is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

## Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE.** This information is included in the SCEL piece called "Odds of Our Games."

**Display the Top Prizes Remaining Report:** Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

## Contact Information

**Ticket Orders:** 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)

**Stolen/Missing/Extra Tickets:** 1-866-269-5668

**Intralot Help Desk:** 1-877-500-5202

**Customer Information:** 1-866-736-9819 (8:30 a.m. to 5 p.m.)

**Licensing Information:** 1-866-737-7235 (Option 4)

**Gambling Addiction Services:** 1-877-452-5155

For more information, visit us online at:

[www.sceducationlottery.com](http://www.sceducationlottery.com)

Please Play Responsibly!

[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



**Jordan Oil Company:**

## HOT SPOT EMPLOYEES SHARE RETAILER INCENTIVE

**By Ann Cromer, Corporate Accounts**

Jordan Oil Company is a family-owned and operated business headquartered in Spartanburg with more than 50 Hot Spot convenience stores/gas stations and 18 fast-food locations in the Carolinas. Providing customers with excellent and convenient service in a clean and safe shopping environment is the company's goal. They also strive to provide satisfying and rewarding employment, believing that satisfied employees will result in satisfied customers.

**Hot Spot #2011**, located on N. Blackstock Road in **Spartanburg**, recently sold a winning \$1 million Powerball® ticket, for which the location received a \$10,000 retailer commission. True to the company's mission statement, this commission was shared with the store's employees, boosting morale and encouraging retail staff to continue to promote lottery products.



**SHARE IT** – Pictured left to right, Hot Spot #2011 Store Manager Ashley Calvert, MSR David Wayne and Assistant Manager Elaine Wise.

### Miller Produce & Farm, Fort Mill DOUBLE TAKE



**Miller Produce & Farm in Fort Mill** sold a Powerball® ticket worth \$200,000, for which the location received a \$2,000 retailer commission. The location also received \$500 for being a top Mega Millions® seller during the "Ask for the Sale" Mega Millions® Retailer Incentive. Matt Stephen Miller (the owner's son) and Jacqueline Pinto (Assistant Manager) pose with the oversized checks. Congratulations!

### Corner Stop #116, Chesnee WE SOLD A WINNING TICKET

**Corner Stop #116 in Chesnee**

sold a winning ticket worth \$100,000. The location received a

\$1,000 retailer commission. Pictured holding a "We Sold A Winning Ticket" poster for display at the location is Mrs. Patel. Corner Stop #116 also displays winning tickets sold underneath the counter for customers to see.



Ric Flair™ will be signing autographs for players making the requisite purchase at the Sun Fun Festival in Myrtle Beach on Saturday, June 5, from 2 p.m. to 4 p.m. Remind any players who are enjoying the **Wooooo!**™ ticket that there is still time to get The Nature Boy™'s autograph.



# ASK FOR THE SALE: HAVE YOU PLAYED TODAY?

By ViVi Simons, Publications Manager

Each adult who enters your store is a potential lottery customer. Very often the difference that encourages potential players to become players is whether the potential players are asked if they would like to purchase a lottery ticket.

Lottery tickets can be impulse purchases—frequently made just because the customer feels lucky or wishes to be entertained. With the coming of summer, vacationers may find it novel to play the lottery in a different state. By pursuing a conversation that provides the opportunity to make a lottery purchase, customers in the mood to be entertained may take you up on your offer. Additional sales are generated from those that decide to play just by you “Asking for the Sale.”

Starting with the launch of Mega Millions® on January 31, 2010 through mid-March, two promotions for retailers were held to support the new jackpot game. The “Ask for the Sale” Promotion awarded \$500 to the two retailers in each county with the highest Mega Millions® sales during two qualifying periods. In the second promotion, retailers who maintained the correct jackpot amounts in their Powerball®/Mega Millions® jackpots signs when visited by a mystery shopper received an entry form for a drawing. From each region 200 retailers were drawn to win a \$50 gift card during the week of March 15, 2010. A total of 600 gift cards were awarded.

Marketing Sales Representatives (MSRs) from around the state have contributed photographs of winning retailers. The success the Lottery has experienced with Mega Millions® sales is due to SCEL’s hardworking retailer network. Thank you for supporting a second, multi-state jackpot game.

## Mega Millions® “Ask for the Sale” Retailer Incentive Winning Retailers



**Nikki Spearman**  
Manager  
Bountyland #1  
Seneca



**Danielle Ehmann**  
Bountyland #1 – Seneca



**David Land**  
Bountyland #1  
Seneca



**Shernee Robinson**  
Lowry Food Mart #2  
Seneca



**Pat Klaren**  
Lowry Food Mart #2  
Seneca



**Moe Hughes**  
Minute Mart  
Central



**Glen “Big E” Hughes**  
Minute Mart  
Central



**Suzie Bower**  
Minute Mart  
Central



**Kent's Korner #1 – Williston**  
Tiffany McCutcheon & Karen Wall



**Jiffy Mart – Fairfax**  
H. Patel



**Wilco Hess #905 – Blacksburg**  
Tammy Denise Cole &  
Store Manager Johnny Ray Foy



**Hampton Food Corner – Hampton**  
Prexa Patel & Mahendar Patel



**Gate Petroleum #326 – Fort Mill**  
Manager Mark Armstrong



**Varnville Food Corner – Hampton**  
Gita & Nash Bhenswala



**JK's Food Mart – Blacksburg**  
Joshua Williams, Tammy Wilson, and  
Owners Kamaxi Shah & Jaymin Shah



**Rainbow Gas #2 – Denmark**  
Meta Cook & Keith Ellison



**Garden Spot #4 – Taylors**  
Brent Coker



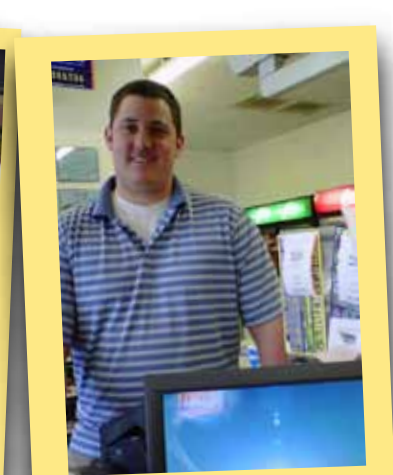
**Ehrhardt Service Center – Ehrhardt**  
Donald Bessinger



**Sunny's Stop – Denmark**  
Shreya & Sunny Baxi



**Corner Stop #45 – Blackville**  
Andy Patel



**Garden Spot #5 – Paris Mountain**  
Tommy Scott

Successful lottery retailers have one thing in common, they **ASK FOR THE SALE.** Why not give it a try?  
**Did you get your lottery ticket today?**  
**Did you know the Mega Millions® jackpot is over \$100 million?**  
**We had a big Mega Millions® winner. Have you played that game?**  
**Have you heard about the Ric Flair™ Wooooooo!™ instant ticket?**



LAST DAY TO REDEEM FOR ENDED MEGAMATCH 6<sup>SM</sup> GAME

Sunday, June 27, 2010, is the last day to redeem winnings for MegaMatch 6<sup>SM</sup> tickets sold for the last drawing held on Tuesday, December 29, 2009.

Retailer Alert

Do NOT pay winning tickets (instant or online) for more than \$500. It is a violation of your retailer contract to do so and your lottery retailer license can be revoked. Retailers MUST cash prizes up to and including \$500.

Holiday CLOSINGS

June:  
Check terminal messages. Tuesday, June 8: NO TICKET SALES OR VALIDATIONS ALLOWED ON JUNE 8, DUE TO THE ELECTION PRIMARIES. All machines will be off-line from 12:01 a.m. to 11:59 p.m. on June 8. South Carolina law prohibits the sale of all lottery products, both instant and online games, on statewide election days. Ticket ordering and delivery will not be disrupted during this time, except that retailers will not be able to acknowledge receipt of packs or activate packs.

July:  
Monday, July 5, 2010: SCEL offices will be closed to observe the July Fourth Holiday. Retailers will NOT be able to order tickets. Remember to order early! Our delivery partners will be closed on Monday, July 5, 2010. Tickets must be ordered by 5:00 p.m. on Thursday, July 1, 2010, for delivery on Friday, July 2, 2010. Tickets ordered by 5:00 p.m. on Friday, July 2, 2010, will be delivered on Tuesday, July 6, 2010. Drawings will be held as scheduled.

SECOND-CHANCE WINNERS

Harley-Davidson® & Wheel of Fortune®

Congratulations to Billy Ingram of Cheraw. Ingram won \$100,000 in the final Harley-Davidson® second-chance drawing. We would like to thank all of the retailers that supported this promotion and “Asked for the Sale.”

RETAILER Spotlight

Short Stop  
Orangeburg



Owners Kala and Ram Patel display winning tickets all around the lottery terminal.

By Michael Coleman, Midlands MSR

“Welcome to **Short Stop!**” That’s the greeting you’ll hear as you walk into one of **Orangeburg’s** best and busiest lottery retailers. Operated by Ramesh and Kala Patel, along with their son Ketan and his wife Darshini, **Short Stop** continues to be a shining example of what a lottery retailer should be.

The store has constantly increased its lottery business over the past three years, and it all starts with excellent customer service. **Short Stop** has over 70 ticket slots offering numerous options at the \$10 price point, making the retailer one of the top instant ticket sellers in the region.

**Short Stop** has loyal customers that continue to support the location because of its winning environment and family atmosphere. One thing staff does well is consistently ask for the sale, and it shows every time a customer walks out with a smile.

The staff at **Short Stop** keeps the jackpot signs updated as well as posts all new ticket information for customers to see. The Lottery couldn’t ask for a better retailer to sell its products!

The following winners each won a trip to Hollywood, CA, in the second Wheel of Fortune® second-chance drawing: Elaine Roberts of Cassatt and Sammie Reynolds of Taylors. A final drawing will select one (1) trip winner and one (1) \$100,000 winner.



South Carolina Education Lottery

WINNERS' board

\$903

Palmetto Cash 5



Robin Shannon – Summerville

Purchased from Sonny's Exxon #2 – Summerville

\$1,000

Just a Buck



Lavada Welch – Moore

Purchased from Hwy 101 Citgo – Woodruff

\$600

Mega Millions®



Chris Cooper – Columbia

Purchased from Corner Pantry #108 – Columbia

\$2,000

In The Money



Randall Owens – Gray Court

Purchased from Inn Mart – Gray Court

\$600

Mega Millions®



Claus Spradley – Lugoff

Purchased from 52 Store Inc. – Greeleyville

\$600

Pick 4



Eric Shepherd – Eastover

Purchased from Youngs Food Stores #656 – Eastover

\$2,600

Pick 4



Latarsha Hollington – Johns Island

Purchased from Short Stop #3 – Walterboro

\$1,400

Love to Win



Mary Rucker – Columbia

Purchased from Columbia Travel Center – Columbia

\$2,600

Pick 4



Charles Humphries – Greenville

Purchased from Pelzer Pointe-Shell – Pelzer

\$600

Palmetto Cash 5



James Cousar – Rock Hill

Purchased from Easy Shop IV – Rock Hill

\$1,000

Emerald Green 7's



Jason Harris – Spartanburg

Purchased from Southern Pride Conv. – Spartanburg

\$1,000

Wheel of Fortune®



Mary Mitchell – Hopkins

Purchased from Kangaroo Express #822 – Columbia



# Upcoming Games

The following games are scheduled to launch Tuesday, June 1.



Artwork shown is not necessarily representative of final product and is subject to change. Launch dates and tickets are subject to change as necessary.

## Ticket Alerts\*

- Tues., June 1: Last day to redeem Spicy 7's (#332) and Monopoly (#250).
- Wed., June 2: Last day to sell Hand Me the Hundreds (#361), Bags of Cash (#362) Winter Jackpot (#368) and Money Tripler (#375).
- Tues., June 8: Last day to redeem Triple Cash (#353).
- Wed., June 9: Last day to sell Just a Buck (#359), Merry Money (#366) and Holiday Riches (#369).
- Tues., June 15: Last day to redeem \$100 Winner (#335) and Lucky Birthday (#348).
- Wed., June 16: Last day to sell Block Bingo (#354).
- Wed., June 23: Last day to sell Diamond Dash (#374).
- Fri., June 25: Last day to return Sunny Money (#344) and Mistle Dough (#365).
- Sun., June 27: Last day to redeem winnings for MegaMatch 6<sup>SM</sup> tickets sold for the last drawing held on Tuesday, December 2, 2009.

Ending game dates are current as of Thursday, April 29, 2010.

# Ending Games\*

Please start selling down the following:

- SC-361 Hand Me the Hundreds
- SC-362 Bags of Cash
- SC-368 Winter Jackpot
- SC-375 Money Tripler

Last day to sell:  
Wednesday, June 2, 2010  
Last day to return:  
Friday, July 2, 2010  
Last day to redeem:  
Tuesday, August 31, 2010

- SC-359 Just a Buck
- SC-366 Merry Money
- SC-369 Holiday Riches

Last day to sell:  
Wednesday, June 9, 2010  
Last day to return:  
Friday, July 9, 2010  
Last day to redeem:  
Tuesday, September 7, 2010

- SC-354 Block Bingo

Last day to sell:  
Wednesday, June 16, 2010  
Last day to return:  
Friday, July 16, 2010  
Last day to redeem:  
Tuesday, September 14, 2010

- SC-374 Diamond Dash

Last day to sell:  
Wednesday, June 23, 2010  
Last day to return:  
Friday, July 23, 2010  
Last day to redeem:  
Tuesday, September 21, 2010

\* WATCH FOR **UPDATES** TO ENDING DATES THAT ARE SENT VIA YOUR LOTTERY TERMINAL.